

ABSTRACT OF THE DISCLOSURE

A promotional assembly has a first layer of material and a second layer of material with a liner sandwiched therebetween. Score lines are cut through the layers of material and the liner to define one of two promotional assemblies, namely an advertising portion with a coupon card portion or a sticker portion with a coupon card portion. The advertising portion has a hanging section defining an opening for mounting the promotional assembly. Advertising areas are also disposed on the advertising portion for conveying various advertising information. The first and second layers of material for the sticker portion are further defined as first and second flexible film layers having a specific thickness. The coupon card portion has a number of removable mini-coupons that can be subsequently detached and redeemed.